SPECIFICATION

Please amend the paragraph starting on page 14, line 16 as follows:

Additionally, the server may, at any given time, track access history within a client-server session. Such a history profile informs the service provider about link transversal frequencies and link paths followed by users. This profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID (UID). Two subsequent entries, A and B, corresponding to requests from a given user in these logs represent a link traversal from document A to document B made by the user in question. This information may be used to identify the most popular links to a specific page and to suggest where to insert new links to provide more direct access. In another embodiment, the access history is evaluated to determine traversed links leading to a purchase of a product made within commercial pages. This information may be used, for example, to charge for advertising based on the number of link traversals from an advertising page to a product page or based on the count of purchases resulting from a path including the advertisement. In this embodiment, the server can gauge the effectiveness of advertising by measuring the number of sales that resulted from a particular page, link, or path of links. The system can be configured to charge the merchant for an advertising page based on the number of sales that resulted from that page. U.S. Patent No. 5,715,314 (which is incorporated herein by reference) discusses at col. 5, lines 5-47 a non-limiting example of an environment wherein measurement of sales within a computer network sales system can occur.

In this example provided in U.S. Patent No. 5,715,314, a payment computer has access to a settlement database in which the payment computer can record details of purchase transactions. The payment computer has access to a settlement database in which the payment computer can record details of purchase transactions. A purchase transaction begins when a user at the buyer computer requests advertisements and the buyer computer accordingly sends an advertising document URL (universal resource locator) to a merchant computer. The merchant computer fetches an advertising document from the advertising document database and sends it to the buyer computer. (An example of an advertising document is shown in FIG. 5, and details of URLs and how they are used are found in the microfiche Appendix G of U.S Patent No. 5,715,314.) The user browses through the advertising document and eventually requests a product. This results in the buyer computer sending payment URL A to the payment computer. Payment URL A includes a product identifier that represents the product the user wishes to buy, a domain identifier that represents a domain of products to which the desired product belongs, a payment amount that represents the price of the product, a merchant computer identifier that represents the merchant computer, a merchant account identifier that represents the particular merchant account to be credited with the payment amount, a duration time that represents the length of time for which access to the product is to be granted to the user after completion of the purchase transaction, an expiration time that represents a deadline beyond which this particular payment URL cannot be used, a buyer network address, and a payment URL authenticator that is a digital

signature based on a cryptographic key. The payment URL authenticator is a hash of other information in the payment URL, the hash being defined by a key shared by the merchant and the operator of the payment computer.